



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA  
Chief Executive Officer

October 31, 2013

To: Supervisor Mark Ridley-Thomas, Chairman  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: William T Fujioka  
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", with a long horizontal line extending to the right.

Board of Supervisors  
GLORIA MOLINA  
First District

MARK RIDLEY-THOMAS  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

## **REPORT BACK ON COMMUNITY OUTREACH EFFORTS FOR THE PATIENT PROTECTION AND AFFORDABLE CARE ACT (ITEM NO. 56, AGENDA OF NOVEMBER 5, 2013)**

On October 8, 2013 on motion of Supervisor Ridley-Thomas, and as amended by Supervisor Yaroslavsky, your Board directed the Chief Executive Officer (CEO) to report back with a marketing plan and required financing to immediately expand community outreach programs, that will effectively communicate the positive system changes resulting from the County's implementation of the Patient Protection and Affordable Care Act (ACA).

### **BACKGROUND**

The CEO reported the following to the Board on October 11, 2013:

- The outreach and marketing by, and on behalf of, the Department of Health Services (DHS) will include, but not be limited to, health fairs, community meetings, town halls, and other events organized throughout the County where members of the public can be informed and educated about the coverage options and benefits and DHS services available to them as part of the ACA;
- At these community events, the public will be informed about the system improvements being made to more efficiently and effectively implement the ACA within County-run health facilities;

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- The Department will incorporate the dissemination of information with the deployment of Healthy Way LA marketers who can provide onsite assistance to individuals applying for benefits and wishing to receive services from the Departments; and
- As part of expanding its efforts expeditiously, the Department identified \$250,000 to be utilized countywide based on a needs assessment conducted with each supervisorial district, while ensuring these plans do not duplicate other community and State efforts.

## **CURRENT STATUS**

DHS reached out to each supervisorial district regarding community outreach events in their districts and did not receive any response. Such events can include, but not be limited to, health fairs and other community gatherings where there are opportunities to further inform County residents about the impacts of the ACA and share information about available County services. DHS will continue to work with each supervisorial district to identify events that can be evaluated on a case-by-case basis to determine any sponsorship opportunities.

In order to ensure DHS does not miss opportunities to share this information with the community, the Department, working in concert with the CEO, implemented and continues to work on low-cost marketing efforts to achieve the following goals: 1) continue to inform uninsured County residents about the array of new coverage options available to them under the ACA; 2) drive retention and new patient acquisition; and 3) support higher visibility of a transformed, patient-centered, and quality-driven health system.

Listed below are existing and ongoing efforts already in place, as well as plans for expansion of our outreach efforts to further educate County residents about the positive impacts of health care reform:

### Community ACA Education/Outreach Efforts

- DHS has proactively organized multiple ACA-related events in communities across Los Angeles County on new coverage options for uninsured residents and system innovations occurring in the DHS health system. These community-based events have been organized to date in South Los Angeles, Downtown, San Gabriel Valley, and San Fernando Valley. Additional events are currently being planned in Venice and the South Bay.

- LAC+USC Medical Center and the High Desert Health Center have sponsored a series of weekend programs for community residents on ACA reforms where staff is on hand to enroll members into the Healthy Way LA program. Other DHS facilities are also looking into sponsoring similar events.
- The successful "Everyone on Board" coalition, which DHS and the CEO launched on January 15, 2013, continues to expand its membership. This broad and diverse coalition is comprised of representatives from DHS, the Department of Social Services, the Department of Mental Health, and the Department of Public Health, and nearly 50 advocacy groups located throughout the County. The coalition has organized multiple community outreach and enrollment events on the ACA throughout the County with the goal of helping uninsured individuals understand new health coverage options available to them. These small and large outreach events range from book fairs to larger town hall events. In addition, the coalition is working in partnership with the Department of Consumer Affairs to develop multilingual materials to educate individuals about health care reform-related fraud and how to report it. As more community-based organizations are identified, this coalition can be expanded to bolster outreach efforts.
- DHS also continues to actively participate in community events sponsored by local, State, and federal elected officials where department representatives make general presentations and participate on panel discussions about the impacts of the ACA on County-run health services.
- To boost Healthy Way LA enrollment and meet its goal of enrolling 300,000 members by December 31, 2013, DHS has also proactively reached out to new populations including taxi drivers, artists, students, and recently released jail inmates. DHS also recently participated in a health reform training for Los Angeles City and County librarians, so that libraries are prepared to answer questions and provide information to patrons related to ACA implementation. As additional entities and venues are identified, additional outreach shall be conducted to reach more County residents.

#### Public Relations/News Media Relations

- To promote DHS' transformation work related to health care reform and enhance the image of its care delivery system, DHS has proactively engaged with local and national print and broadcast news media outlets to highlight system innovations such as the e-Consult specialty care referral system and other new technologies, and work related to establishing the patient-centered medical home

model. Department leaders have conducted numerous interviews on the anticipated impacts of ACA implementation in Los Angeles County and the steps County residents need to take to have coverage starting January 1, 2014. The department has also supported collaboration between the California Endowment and Univision Network on a series of educational segments airing in Los Angeles County and statewide that are aimed at helping lower-income individuals understand their coverage options. DHS has identified Spanish-speaking patient and provider spokespersons to facilitate these segments.

- DHS, in partnership with L.A. Care, has begun to work with a public relations consulting firm to develop materials that could be given to new and existing DHS patients in relation to Healthy Way LA transition. The Department is now developing marketing materials, such as banners, pill boxes, pencils and other materials that can be given to our current and future patients who we are reaching out to within the community. After the initial phase, this outreach activity will be evaluated for effectiveness, and replicated as needed throughout the County.

#### New/Updated Education Materials and Website

- To support ACA implementation, DHS, in concert with its community-based organization partners, has created a range of new and fresh printed materials (brochures, pamphlets, posters) in several languages to disseminate information about health care reform to the public in simple language. The first set of materials are being distributed across DHS and Community Partner clinics this week and include large and small posters for the facilities to display, a quick reference guide for staff to use in conversation with patients, and brochures for patients.
- To support the transition of Healthy Way LA members to the Medicaid expansion program starting January 1, 2014, DHS, in partnership with L.A. CARE, is working with a consultant agency to develop high-impact messaging and collateral materials to inform patients about the planned transition and steps they need to take to maintain DHS as their provider of choice. These materials are being distributed across all DHS clinic and hospital sites. Transitional collateral materials include banners and other promotional items that will be distributed at DHS facilities and community events.

- As a major step in building its image as a fully integrated health system that offers high quality services across the full continuum of care, DHS redesigned its website in a patient-centered and user-friendly format that allows current and future patients to easily learn about and locate county health services in their communities. The website, which launched on October 1, 2013, quickly links patients with health facilities where they can establish primary care medical homes and get linked to services. The multilingual site uses geographic information system (GIS) mapping and a range of other features to get new and potential patients the information they need to make an appointment and begin a care program.
- The new site also includes a “Health Reform and You” tab with easy-to-understand, multilingual materials and video content geared to low-income residents. The site also includes a calendar of events that lists health care reform outreach activities throughout the County (as previously described above) where residents can go and get assistance with direct enrollment into coverage programs. This section of the website also includes DHS’s user-friendly “Health Care Reform and You” brochure, which has been provided to all clinics and hospitals throughout the DHS system and distributed through other partner channels across the County. This brochure has been translated into Spanish, Chinese, Armenian, Korean and Tagalog. Translation into additional languages, as needed, will be completed to reach more County residents.

#### Clinic Waiting Room Video

- To spotlight positive transformation work and the breadth of clinical expertise and talent within the County-run health care system, DHS, in tandem with the CEO Public Affairs Office, has created a new video comprised of County-TV aired segments that will be played in all facility waiting areas for current patients to learn about innovative services and programs in DHS as a patient retention tool. The Department is concurrently examining the feasibility of purchasing a more robust health video content “feed” and supporting infrastructure to educate patients about a wide range of topical health issues, for example, diabetes risk factors and treatment, diet and nutrition, etc. The aim is to better utilize the patient encounter with timely and topical health education that is engaging, relevant, bilingual, and aligned with patient education and environment of care services offered by competitor provider systems.

### Business Opportunity Maximization

- DHS is reorganizing the Office of Managed Care to more effectively utilize staff to optimize DHS contracting with health plans and attract newly insured patients to the health system. This new Office of Managed Care Services, in concert with CEO, is reclassifying positions that were once allocated for the old Community Health Plan to more appropriate positions that allow staff to work with these health plans so that DHS can become part of their provider delivery networks and attract business for under-utilized service and specialty lines. This is a very important component that shall continue to be expanded.

### **CONCLUSION**

The above recaps several efforts both already undertaken and underway to support the education of County residents about new coverage options available to them under the ACA, and to communicate the positive transformation work occurring in DHS. It also provides a concise listing of areas where additional outreach will be conducted in response to direction from the Board. As DHS completes its infrastructure and transformation work, a larger and more comprehensive marketing/branding effort to include advertising and other traditional marketing campaign elements can be considered.

Should you have any questions, please contact me, or your staff may contact Gregory Polk at (213) 974-1160, or Tangerine Brigham of DHS at (213) 240-7953.

WTF:GP  
MM:bjs

c: Executive Office, Board of Supervisors  
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Public Health  
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